



NEWS RELEASE

Maxfli and Metalwood Studio to Launch First Exclusive Apparel Collaboration

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Maxfli®, a golf brand with a century-long legacy in performance and quality, has partnered with Metalwood Studio to unveil a limited-edition apparel collection. Reimagining classic golf aesthetics through a modern lens, the collection, Maxfli by Metalwood Studio, will launch on Metalwood Studio's **online store** on Sunday, Oct. 6th and at the **Metalwood Studio location** in Los Angeles on Oct. 10th.

Metalwood Studio, known for its unique blend of golf-infused streetwear, draws on the 1990s and early 2000s golf culture and tech boom. The collection evokes nostalgia with pieces that honor golfers and their distinctive style. By merging Maxfli's storied history with Metalwood Studio's bold, fashion-forward ethos, the collection offers something special for both dedicated golfers and fashion enthusiasts, making a statement both on and off the course.

"This collaboration celebrates Maxfli's rich history in golf in a new way," said Sara Scarlett, Maxfli Brand Manager. "Metalwood Studio is the ideal partner for this collection because of their unique ability to stay rooted in golf culture while staying ahead of modern fashion trends. Their fresh, innovative approach to highlighting nostalgic golf style within their designs perfectly complements Maxfli's legacy of performance and style."

The design process was a true collaboration, with Maxfli offering access to its archives while giving Metalwood Studio the creative freedom to reimagine the brand's iconic imagery. The collection includes a hooded sweatshirt, crewneck sweatshirt, tech vest, polo jerseys, graphic short sleeve t-shirts and variety of snapback hats. Each piece in the collection is custom cut and sewn, avoiding the use of blank items to ensure the highest quality.



"I've always admired Maxfli as a heritage brand in golf," said Cole Young, Founder of Metalwood Studio. "This collaboration allowed us to dig deep into Maxfli's long history and reinterpret its legacy for today. Drawing my inspiration from my own collection of vintage golf magazines with old Maxfli ads, we've created something that honors the brand's past but with a fresh take for today's audience. It's a nod to those who know the history of Maxfli and to those who are discovering it for the first time through this collection."

As Metalwood's largest co-branded project to-date, this collection integrates Maxfli's legacy with Metalwood's distinctive design resulting in apparel that is both authentic and modern.